

Press Pack

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**THE NATIONAL RUGBY
LEAGUE SELECTS tesa
scribos® TO MARK ITS
PRODUCTS**

**Interactive tesa scribos®
labels come into play!**



MORE INFORMATION:

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Interactive tesa scribos® labels come into play!



Each NRL derivative product will be equipped with an Interactive Security Tag to ensure its authenticity and allow fans to get information about the product. Furthermore, it directly links to league news and loyalty programs. The information can easily be updated according to special events such as Boxing Days, the final stages, competitions or ticketing.

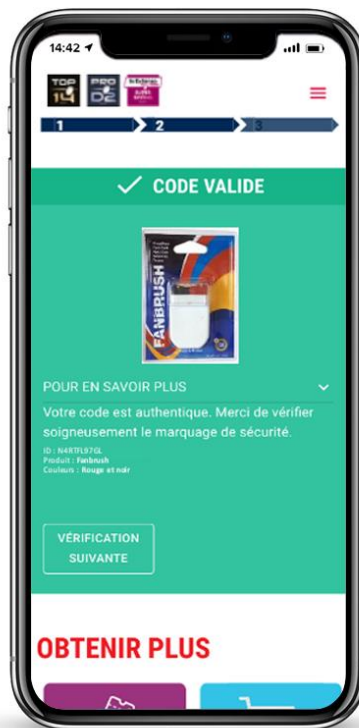
More than just a product, each official licensed NRL product will become a real gateway to the various championships of the National Rugby League, such as TOP 14, PRO D2, IN EXTENSO SUPER SEVENS or to its membership program “MyRugby”.

The NRL’s digital communication will be boosted by the interactive links associated to each label (Facebook, Instagram, official NRL website, MyRugby...). Licensed manufacturers and distributors will also be able to take advantage of these possibilities by adding their own links for personalized promotional operations.

"By continuing to strengthen the protection of its brands through the expertise of tesa scribos®, the National Rugby League will enter a new level in the development of its licensing program. Through the use of interactive labels, we and our licensees benefit from a powerful solution, the track & trace, allowing to protect our products effectively against counterfeits. Moreover, this solution provides us with a new digital communication channel to interact directly with the end user."

Thibaut Chatelard (NRL Marketing and Commercial Director)

The tesa scribos® solution was selected after a market consultation orchestrated by the sports marketing agency SPORTFIVE and led by Christophe Rousseau, the group's expert licensing company.





About Ligue Nationale De Rugby:

Founded in 1998, the LNR is an organization aiming at controlling, developing, managing and promoting the professional rugby as well as assisting and advising the clubs.

In this context, its major missions are:

- to organize, manage and regulate professional national competitions, both on a sporting level and financially (French TOP 14, PRO D2 and IN EXTENSO SUPERSEVENS championships)
- ensure the promotion and development of the professional sector of French rugby clubs, and represent it in the management of European cups,
- to negotiate and market the television and partnership rights for the French rugby championship TOP 14, PRO D2 and IN EXTENSO SUPERSEVENS,
- finally to ensure the defense of the material and moral interests of professional rugby.

For more information:

<https://www.lnr.fr/>

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About tesa scribos®

tesa scribos® - LET YOUR PRODUCTS TALK

From the first discovery that tesa® products can be used for data storage, to unique marking technologies and digital tools – since our founding in 2001, we have developed into a leading solution provider for digital transformation at the product level.

For brands that want to go digital, we connect their products with the digital world. By creating unique markings and digital tools, we let your products communicate with consumers, exchange data and interact with track & trace systems. Together, we analyze your needs, develop your customized solution, and manage everything from idea to implementation – and beyond.

In short, we LET YOUR PRODUCTS TALK and offer new benefits from digitalization.

As a full subsidiary of tesa®, we are part of tesa SE within the Beiersdorf Group. The profound experience of Beiersdorf in international brand management with its own global brands such as Nivea and Eucerin, as well as the expertise of tesa® with market-leading adhesive solutions, is merged with the pioneering digital competence of tesa scribos®. This exceptional combination enables us to design unique solutions for our international customers from all kinds of industries. Based on extensive consultations, we develop, customize and implement solutions – all from one source. Our clients include world-leading companies such as Peugeot, Bosch, Castel, Danone and Chloé.

For more information:

<https://www.tesa-scribos.com/en>

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